

Statewide Lodging Performance Third Quarter 2012

Market Year	Occupancy	ADR	RevPAR	Demand	Supply
United States					
2011	73.7%	\$103.27	\$76.13	296,319,013	401,962,287
2012	67.1%	\$107.24	\$71.96	301,616,547	449,495,811
% change	-9.0%	3.9%	-5.5%	1.8%	11.8%
Mountain Region					
2011	65.9%	\$92.20	\$60.73	35,280,087	53,560,952
2012	65.4%	\$94.80	\$61.96	35,266,993	53,959,979
% change	-0.8%	2.8%	2.0%	0.0%	0.7%
State of Arizona					
2011	53.1%	\$84.11	\$44.65	5,474,719	10,313,131
2012	53.3%	\$84.83	\$45.18	5,504,496	10,336,290
% change	0.3%	0.9%	1.2%	0.5%	0.2%
Metro Phoenix					
2011	47.8%	\$81.75	\$39.11	2,711,864	5,668,262
2012	48.0%	\$82.10	\$39.41	2,744,034	5,717,191
% change	0.3%	0.4%	0.8%	1.2%	0.9%
Metro Tucson					
2011	50.6%	\$77.34	\$39.16	741,493	1,464,388
2012	50.7%	\$75.29	\$38.15	736,483	1,453,348
% change	0.1%	-2.7%	-2.6%	-0.7%	-0.8%
Flagstaff AZ					
2011	77.3%	\$85.06	\$65.75	366,555	474,168
2012	80.9%	\$86.34	\$69.89	377,238	466,072
% change	4.7%	1.5%	6.3%	2.9%	-1.7%
Non-metro AZ					
2011	62.6%	\$91.67	\$57.37	1,891,366	3,022,179
2012	63.3%	\$93.77	\$59.32	1,902,501	3,007,511
% change	1.1%	2.3%	3.4%	0.6%	-0.5%

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.